



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

2162  
#5/A  
ack  
6-8-01

In re Application of

Atty. Docket

KRISTEN ONDECK

PHA 23,681

Serial No.09/349,676

Group Art Unit: 2162

Filed: 07/08/99

Examiner: J. JANVIER

Title: AFTER-SALES CUSTOMIZATION SPECIFIED BY RETAILER ACTS AS  
INCENTIVE

Honorable Commissioner of Patents and Trademarks  
Washington, D.C. 20231

RECEIVED

JUN 27 2001

Technology Center 2100

AMENDMENT

Sir:

Applicant herewith respectfully submits a response to the  
Office Action mailed 05/24/01.

Please amend the application as follows:

IN THE TITLE

Please change the title to: POST-SALE CUSTOMIZATION ACCORDING  
TO RETAILER'S SPECIFICATIONS.

IN THE SPECIFICATION

Please change the specification as follows

Please change the first paragraph (page 1, lines 4-7) as  
follows:

The invention relates to a ~~machine~~ system-implemented method of  
doing business to stimulate commerce, especially, but not  
exclusively, as related to sales of merchandise, such as a product  
of manufacture or a service.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Atty. Docket

KRISTEN ONDECK

PHA23681

Filed: CONCURRENTLY

Title: AFTER-SALES CUSTOMIZATION SPECIFIED BY RETAILER ACTS AS  
INCENTIVE

Commissioner for Patents, Washington, D.C. 20231

RECEIVED

AUTHORIZATION PURSUANT TO 37 CFR 1.136(a)(3)  
AND TO CHARGE DEPOSIT ACCOUNT

JUN 27 2001

Technology Center 2100

Sir:

The Commissioner is hereby requested and authorized to treat any concurrent or future reply in this application requiring a petition for extension of time for its timely submission, as incorporating a petition for extension of time for the appropriate length of time.

Please charge any additional fees which may now or in the future be required in this application, including extension of time fees, but excluding the issue fee unless explicitly requested to do so, and credit any overpayment, to Deposit Account No. 14-1270.

Respectfully submitted,

By

Peter Verdonk

Limited Recognition Under 37 CFR 10.9(b)  
(408) 617-4613